

**Sec. 734-306. Off-premises (outdoor advertising) signs.**

(a) **General regulations.** The following regulations shall pertain to off-premises signs (also known as outdoor advertising signs) in all districts where permitted by section 734-306, Table 3.06-D: Also, refer to section 734-403(c), signs on freeways and expressways, for additional requirements.

(1) **Proportional regulations.** The size of an outdoor advertising sign on a lot shall not exceed the size specified in the following table:

TABLE 3.60-A	
Lot Size (in square feet)	Maximum Sign Dimensions (vertical by horizontal)
Up to 10,000	6 ft. by 12 ft.
10,000+--20,000	12 ft. by 12 ft.
20,000+--43,560	12 ft. by 25 ft.
43,560+	10.5 ft. by 36 ft.* or 12 ft. by 50 ft. or 14 ft. by 48 ft.*

Note:\* plus extensions as defined in section 734-501.

**Extensions.** Elements of an outdoor advertising sign may be permitted to extend beyond the horizontal or vertical sign edge. The maximum length of an extension shall not be greater than four feet beyond the top edge of the sign and one foot along all other sign edges. The maximum width of an extension shall not be greater than forty-five (45) percent of the linear length of the horizontal or vertical dimension of the outdoor advertising sign (See Extension Table 3.60-B below and refer to Extension Diagram 35).

TABLE 3.60-B EXTENSIONS				
Sign Size (Feet)	Maximum Extension Length (Top)(Feet)	Maximum Extension Length (Sides and Bottom) (Feet)	Sign Dimension (Feet)	Extension Width (Feet)
10.5 by 36	4	1	10.5 36	4.725 16.2
14 by 48	4	1	14 48	6.3 21.6

- (2) **Outdoor advertising sign size.** The face of an outdoor advertising sign shall not be greater than fourteen (14) feet in vertical dimension nor greater than fifty (50) feet in horizontal dimension, except where specifically regulated by section 734-403 and shall not contain more than two (2) advertising signs per facing.
- (3) **Flashing, intermittent or moving lights.** No advertising sign shall be permitted which contains, includes, or is illuminated by a flashing, intermittent or moving light or lights.
- (4) **Animation.** No advertising sign shall be permitted which has animated or moving images.

- (5) [Advertising sign]. Advertising sign faces consisting of three or less panels that rotate to present a single fixed display at a time, commonly known as Tri-vision signs, are permitted, provided that the rotation of one display to another is no more frequent than every fifteen (15) seconds.
- (6) **Video, LED, (light emitting diode), LCD (liquid crystal display) or electrically powered.** No advertising sign shall be permitted which displays video or emitting graphics.
- (7) **Distance between outdoor advertising signs.** Except as otherwise provided for signs in the protected areas along highways, freeways and expressways (see section 734-403), the minimum distance between outdoor advertising signs shall be as specified below. The applications of these provisions are illustrated in Diagrams 18 and 19:
- Radial spacing between outdoor advertising signs. In no event shall any point of an outdoor advertising sign or sign structure be closer than one thousand (1,000) feet from any point of any other outdoor advertising sign or sign structure.
- (8) **Outdoor advertising signs adjacent to protected districts.** In no event shall any point of an outdoor advertising sign be closer than three hundred (300) feet from a protected district. For the purposes of this section, a protected district shall include any dwelling district, parks district, university quarter district, SU-1 (church) district or SU-2 (school) district. (The applications of these provisions are illustrated in Diagram 20.)
- (9) **Outdoor advertising signs inside I-465.** No portion of an outdoor advertising sign shall be erected or otherwise located within six hundred sixty (660) feet of the right-of-way of a freeway or expressway, as herein defined, located within the entire area circumscribed by the interior right-of-way line of the Outer Belt Freeway commonly identified as I-465. (The application of these provisions is illustrated in Diagram 21.)
- (10) **Signs on freeways and expressways.** In addition to the requirements of this section, outdoor advertising signs shall further comply with section 734-403 when located on freeways and expressways.
- (11) **Roof top outdoor advertising signs.** Roof top outdoor advertising signs shall not be permitted in any zoning district.
- (12) **Advertising sign on or appurtenant to buildings.** Advertising signs shall not be located on, above or below any portion of principal buildings (as defined in section 734-501).
- (13) **Outdoor advertising sign setback.** Signs or sign structures shall be set back in accordance with the building setback lines required by the applicable zoning district. Advertising signs shall not be eligible for setback averaging exceptions. (See Setback Table 3.60 - C below).

TABLE 3.60-C SETBACK			
Zoning District	Freeways	Primary/Secondary	Collector/Local Streets
Commercial Districts	60 feet	10 feet from proposed R.O.W.	10 feet from proposed R.O.W.
Industrial Urban Districts	60 feet	30' from proposed R.O.W.	20' from proposed R.O.W.
Industrial Suburban Districts	60 feet	30' from proposed R.O.W.	50' from proposed R.O.W.

- (14) **Maximum and minimum height** of outdoor advertising signs and sign structures.
- The maximum height of signs and sign structures shall not exceed forty (40) feet above grade level at the base of such sign or sign structure.
  - No outdoor advertising sign or sign structure (except for the supports, building, structure or column) shall be at its lowest point less than nine (9) feet above grade level. Ground signs, where permitted, shall not exceed four (4) feet in height above grade level.

(15) **Construction of outdoor advertising signs.** The supports, uprights, bracing and framework of an outdoor advertising sign shall be of steel construction.

(16) **Districts permitted and allowable square footage.** (Refer to Table 3.60 - D.)

TABLE 3.60-D DISTRICTS PERMITTED								
Zoning Classification	Dwelling	Commercial				Industrial	Special Use	CBD/RC
District	All Districts	C-1, C-2	C-3, C-3C	C-4, C-5, C-6, C-7, C-ID	C-S	All Districts	All Districts	All Districts
Maximum Square Footage	NP	NP	378*	672*	NP	672*	NP	NP
Key/Note: NP: Not Permitted •Extensions available if requirements met •Advertising signs shall not be permitted in HP-1 Districts								

(G. O. 111, 2003, § 1)

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